

Amendments to and Listing of the Claims:

Please cancel claims 7-8, 53-54, 57-58, 61-74, 76-77 and 80-89, amend claims 4-6, 55-56, 59-60, 75 and 78-79 and add new claims 90-91 as follows:

1-3. (canceled)

4. (currently amended) A subscriber system for inserting unscheduled advertisements into at least one channel of media signals, the system comprising:
an ad ~~scheduler for identifying a predetermined~~ insertion device configured to determine an order in which the unscheduled advertisements are to be inserted into the at least one channel, storing an ordered list corresponding to the identified order, and modifying the stored ordered list whenever a modification requiring event occurs; and insert an ad insertion module, coupled to the ad scheduler, for inserting the unscheduled advertisements into the at least one channel according to the stored ordered list order; and
a watchdog module~~[[,]] coupled to the ad scheduler, for detecting a channel change, a change in the type of program being watched and a change in the size of an upcoming avail in the at least one channel,~~ insertion device, the watchdog module configured to detect a change in program content displayed on the at least one channel and outputting output results of the detection to the ad scheduler insertion device, so such that the ad scheduler insertion device modifies the stored ordered list order based on the results of the detection.

5. (currently amended) The system of claim 4, further comprising:
a remote control device ~~for directing to~~ in communication with the watchdog module ~~a program channel selection by a viewer,~~ wherein the watchdog module detects the channel change in the program content based on outputs from the remote control device.

6. (currently amended) The system of claim 5, wherein the watchdog module detects the change in the ~~type of program being watched~~ content based on

program information and ~~the channel selection~~ outputs received from the remote control device.

7-54. (canceled)

55. (currently amended) The system of claim ~~53~~ 4, wherein said ad scheduler insertion device determines if a particular change in ~~viewing parameters~~ the currently displayed program content is sufficient to ~~reorder~~ modify the list order.

56. (currently amended) The system of claim ~~53~~ 4, further comprising a tuner configured to tune to a channel selected by the subscriber, wherein said watchdog module detects ~~channel changes~~ change in program content by monitoring what channel the tuner is tuned to.

57-58. (canceled)

59. (currently amended) The system of claim ~~53~~ 4, further comprising a profiler configured to process subscriber interactions ~~in order to~~ and generate a viewing session profile, wherein the viewing session profile defines characteristics related to the subscriber for a viewing session.

60. (currently amended) The system of claim 59, wherein said watchdog module detects ~~viewer changes based on~~ to viewing session profiles and ~~previously defined subscriber profiles, wherein the subscriber profiles define characteristics related to particular viewers wherein the ad insertion device also modifies the order based on~~ changes to the viewing session profiles.

61-74. (canceled)

75. (currently amended) The method of claim ~~74~~ 90, wherein said detecting ~~includes detecting channel changes in step (d) occurs~~ by monitoring what channel ~~a tuner~~ is tuned to the subscriber is viewing.

76-77. (canceled)

78. (currently amended) The method of claim ~~74~~90, further comprising:
(f) profiling subscriber interactions in order to generate a viewing session profile, wherein the viewing session profile defines characteristics related to the subscriber for a viewing session.

79. (currently amended) The method of claim 78, wherein ~~said detecting step (d) includes detecting viewer changes based on~~ to viewing session profiles and previously defined subscriber profiles, wherein the subscriber profiles define characteristics related to particular viewers wherein reordering of the queue in step (e) is also based on changes to the viewing session profiles.

80-89. (canceled)

90. (new) A method of presenting targeted advertisements to a subscriber viewing program content on a display device, the method comprising:

(a) generating a queue having unscheduled targeted advertisements to be presented to the subscriber, the queue indicating an order in which the advertisements are to be presented;

(b) detecting an advertisement space associated with the program content;

(c) presenting the targeted advertisements to the subscriber in the detected advertisement space in accordance with the order;

(d) detecting a change in program content currently being displayed to the subscriber; and

(e) reordering the queue according to the currently displayed program content.

91. (new) The method of claim 90 wherein the queue is
reordered in real time.